

WVU Extended Learning Strategic Plan 2012

I. WVU Extended Learning Vision is to facilitate West Virginia University programming to state, regional and global audiences. WVU EL promotes a positive image of the University through effective programming, delivery of student services, and public service activities.

II. WVU Extended Learning Mission is to provide seamless access to academic courses, lifelong learning opportunities, and student services through a personalized yet convenient process. Through investments in technology and innovative intellectual opportunities, WVU Extended Learning promotes greater educational access to improve the well-being of the citizens of West Virginia and our global society.

III. Organizational Values

- Lifelong learning - is the core of our values.
- Service - is important to successful and positive learning experience.
- Responsive - joins with service to demonstrate a listening organization that responds readily.
- Teamwork - combines minds, efforts and resources to further the vision and mission of EL.
- Innovative - is the proactive value that makes us leaders in serving students.
- Accountability and Assessment - are critical measures of our success.
- Community - includes positive interaction among groups with shared interests.

IV. Overarching Goal

Increase WVU's market share of students regionally, nationally and internationally.

V. Strategic Goals

WVU 2010 Goals with WVU Extended Learning Strategic Statements

WVU 2010 Goal 1 – Attract and Graduate High Quality Students ...

- through planned delivery of educational programming with an emphasis on non-traditional, adult learners.
- through user-friendly access to online and off-campus degree programs.

WVU 2010 Goal 2 – Recruit and Retain High Quality Faculty Committed to the Land-Grant Mission

- through grants for instructional design and course development
- through faculty development infrastructure, seminars, workshops and special projects
- funding of technologies to support faculty in instructional delivery and

administrative tasks,

WVU 2010 Goal 3 – Enhance the Educational Environment for Student Learning

- Increase number of courses offered through multiple technologies and delivery methods.

WVU 2010 Goal 4 - Promote Discovery and Exchange of Knowledge and Ideas through collaboration and service

- Foster the growth of new and unique partnerships and joint collaborations.

WVU 2010 Goal 5 Improve West Virginia's Health, Economy and Quality of Life

- through increased academic outreach that addresses the needs of WV communities.

VII. Recommended Actions

WVU 2010 Goal 1 – Attract and Graduate High Quality Students ...

Enhance academic programs

A. Integrate Extended Learning into the enrollment planning of Colleges and Schools.

1. Work collaboratively with Colleges to implement enrollment management strategies and achieve enrollment goals with a focus on non-traditional, adult learners. Write a recruitment plan for each off-campus program.
2. Increase new degree/certificate/minor programs by 10 to a total of 39 programs by year end 2012.
3. Establish Program Enrollment Goals (PEGS) for each off-campus or online program in cooperation among Extended Learning representatives and College designee(s).
4. Increase overall admit rate to 90% of total defined Program Enrollment Goal.
5. Implement an electronic process to generate, assess and distribute inquiry data that address programmatic enrollment benchmarks with the respective College/department.

Market our strength

B. Excel as the communication and educational access portal to the University for the state, region and globe excel in creating and implementing quality interactions with students and their diverse communities.

1. Implement on-going web functionality and enhancements that

are monitored through web page traffic and other assessment strategies.

2. Raise standards and effectiveness of WVU EL communications, qualitatively evaluating through internal and external review, focus groups, surveys, constituent response, etc.

3. Through awards, presentations and participation, promote state, regional and global presence for WVU EL.

4. Continue to increase direct services to students and ease of access to direct services. Monitor through student feedback and assessment inventories.

5. Analyze and respond to current and future markets through market research and data collection.

6. Integrate unit marketing more fully within WVU marketing efforts (e.g. Aggregate advertising resources, coordinate marketing themes, contribute WVU EL PR to WVU University Advancements efforts).

WVU 2010 Goal 2 – Recruit and Retain High Quality Faculty Committed to the Land-Grant Mission

Enable productivity

A. Retain high quality faculty through grants for instructional design and course development.

1. Commit funds annually for internal grants that provide support for innovative instructional technology applications that enhance student learning and/or facilitate effective teaching.

2. Conduct a minimum of 10 seminars, workshops, hosted lectures or demonstrations on instructional technology, online teaching and scholarship, etc. for faculty and staff annually.

3. In cooperation with Office of Information Technology, Student Affairs, Academic Affairs, and others, provide collaborative funding strategies to support and advance teaching and learning initiatives.

WVU 2010 Goal 3 – Enhance the Educational Environment for Student Learning

Continuously invest in the University's infrastructure and technology

A. Increase number of courses offered through multiple technologies and delivery methods.

1. Increase the number of courses delivered through various technologies as indicated on the HEPC report as non-traditional delivery by 20% by 2012 or 5% annually.

2. Increase the diversity of course offerings each term to attract new audiences:
 - a) increase delivery of undergraduate “core” courses as well as upper division undergraduate and professional development courses.
 - b) increase the number of courses that can be applied to multiple audiences, e.g. credit/non-credit, professional development/non-credit, graduate/professional development/non-credit.
 - c) expand national and international travel credit and non-credit opportunities for non-traditional students.
 - d) track through course level, number and enrollment.
4. Increase registration in EL courses as an option to non-traditional and special needs students.
5. Increase SCHs for Summer Session by 5 percent by 2012 (e.g. high school juniors, seniors, professionals, travel study and multi-media, etc.).
6. Achieve WVU EL financial self-sufficiency by 2012 through increased registrations in non-credit continuing and professional education programming (includes all EL operations, and HR services for employees (excluding dean and Instructional Technology Resource Center employees).

Provide incentives for exceptional teaching

- B. To meet or exceed student expectations for academic excellence and career potential, stimulate and reward innovative approaches to programming, delivery and student services.
 1. Implement at least 3 new internal strategies that recognize successful innovation and/or service.
 2. Coordinate and communicate WVUEL success and innovations within the unit, University and WVUEL community at large through ENEWS, DA, marketing materials, workshops, faculty development sessions, etc.
 3. Implement strategies to acknowledge and promote innovation or start-up programming from colleges (nominate programming for awards or national recognition).
 4. Provide ongoing leadership for technology enhancements that improve teaching, learning and student services at WVU (administrative leadership for WVU eCampus Advisory Committee, Teaching Scholars program, Student Systems Integration Committee, etc.).

collaboration and service

Enable the exchange of ideas

- A. To extend knowledge and ideas to those beyond the walls of WVU and to foster the growth of new and unique partnerships and joint collaborations that advance WVU Extended Learning's mission.
1. Add 3 new partnerships per year that contribute to increased student credit hours and/or non-credit revenue.
 2. Develop and utilize an assessment model to identify existing and future partnerships and their factors of mutual interest, including sustainability, contributions, and financial commitment.
 3. Through partnerships and/or grants deliver educational services to underserved populations for the purpose of delivering quality education.
 4. Collaborate with WVU System Institutions and WVU departments to expand programming and services.

WVU 2010 Goal 5 Improve West Virginia's Health, Economy and Quality of Life

Become an active partner with communities

1. Expand participation and partnerships with community organizations to assess and match educational needs and programming delivery.
2. Through partnerships with WVU Tech and CTC of WVU Tech, identify, market and facilitate degree pathways to serve residents of Southern West Virginia as indicated by courses, enrollments.
3. Respond to and initiate opportunities to:
 - a) represent WVU programming at a minimum of 12 events annually, e.g. College fairs, Community events, Parents Club Summer Send-Offs, etc.,
 - b) participate in college/program advising events as requested, and
 - c) attend other events or serve in an educational advisory capacity as appropriate.

